

Involving Stakeholders when Evaluating Alternative BMPs

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Why Include the Stakeholders?

- Encourages stakeholder participation
- Its not which types of BMPs would be effective, its which types of *effective* BMPs can you sell
- Work Plans and Budgets are built on the types and amounts of planned BMPs

Conducting a Stakeholder Survey

- Make it clear who is conducting the survey
- Keep the survey short and to the point
- Clearly define the purpose of the survey
 - Explain why they are receiving the survey?
 - What will the information gathered be used for?
 - Who will have access to the information collected?
- 20% response at a minimum, 40% preferred

Conducting a Stakeholder Survey

- Ask appropriate questions
 - Be respectful and avoid preaching, stay unbiased
 - Ask questions as they apply to the individual, not others
 - Be careful when asking personal questions (acres farmed, etc.)
 - Avoid “dah” questions
- DSC can provide a list of generic questions
- Use larger fonts
- Include self addressed, stamped envelopes

Generic Cover Letter

(Use District Letterhead)

(Date)

(Name)

(address)

(City, State, Zip)

Dear (first name)

The (list the watershed group) would like to know more about the land use and conservation practices in (list the watershed). The information gathered from this survey will help determine what type of practices can be incorporated in the (list the watershed). Additionally, the results will be used as a means to secure financial assistance for programs that protect water quality and get conservation practices on the ground. Although your participation is voluntary, for the project to succeed it is important for us to hear from you. The questionnaire should take less than 20 minutes to complete and the information you provide is strictly confidential and your identity will never be associated with your responses.

The findings of the survey will be publicly available. IF you have questions about the survey or about the project feel free to call the (list the organization or contact person) at the number provided..

Thanks you for your assistance in this important project.

Sincerely,

(Local Contact Person)

When making farm conservation decisions in the last two years, have you received or used information from the following sources?

	Received Information		Used information	
	<u>Yes</u>	<u>No</u>	<u>Yes</u>	<u>No</u>
SWCD Commissioners	1	2	1	2
Natural Resources Conservation Service (NRCS)	1	2	1	2
Farm Service Agency (FSA)	1	2	1	2
Independent crop consultant	1	2	1	2
Farm supply dealer field specialist	1	2	1	2
ISU Extension Services	1	2	1	2
Family member	1	2	1	2
A farming neighbor	1	2	1	2
Department of Natural Resources (DNR)	1	2	1	2
Farm magazines and publications	1	2	1	2
Internet	1	2	1	2
Field days	1	2	1	2

What factors *limit* adopting or expanding the following practices on your farm? (For each practice check all reasons that apply.)

[illegible]

How effective do you feel the following management practices would be in improving water quality in your watershed?

	<u>Not Effective</u>	<u>Somewhat Effective</u>	<u>Very Effective</u>
Better pesticide management	1	2	3
Better nutrient management	1	2	3
Marketing of alternative crops (hay, organic, switchgrass, cattle, etc.)	1	2	3
Better record keeping systems	1	2	3
Better tillage system management	1	2	3
Better erosion control management	1	2	3
Pasture renovation	1	2	3
Timber stand improvement	1	2	3
Applying manure based on the nutrient content and soil test results	1	2	3
Other (specify) _____	1	2	3

In the past year, what sources of information have you used to assist you in making decisions for your farming operation? (Check all that apply in Column A, then indicate how helpful the information was in Column B).

Column A		Column B		
(✓ if used)		<u>Not Helpful</u>	<u>Somewhat Helpful</u>	<u>Very Helpful</u>
<input type="checkbox"/>	Informational meetings	1	2	3
<input type="checkbox"/>	Video tape presentations	1	2	3
<input type="checkbox"/>	Field days	1	2	3
<input type="checkbox"/>	Internet information sites, web page	1	2	3
<input type="checkbox"/>	Demonstration projects	1	2	3
<input type="checkbox"/>	Face-to-face contact	1	2	3
<input type="checkbox"/>	Newspapers	1	2	3
<input type="checkbox"/>	Newsletters	1	2	3
<input type="checkbox"/>	Farm Magazines	1	2	3

Please indicate your level of agreement or disagreement with the following statements.

	<u>Strongly Disagree</u>	<u>Disagree</u>	<u>Undecided</u>	<u>Agree</u>	<u>Strongly Agree</u>
Water contamination is an important environmental problem in your watershed	1	2	3	4	5
Agriculture fertilizers have significantly contaminated water in our watershed	1	2	3	4	5
We already have too much regulation on the use of pesticides	1	2	3	4	5
Farming practices and land use should be regulated to reduce pollution of surface water	1	2	3	4	5
Poor water quality effects economic development in this region of Iowa	1	2	3	4	5
I am interested in attending a workshop/program concerning how to protect water quality	1	2	3	4	5

When you apply manure, what are the major factors you use to determine application rates? (Please number the statements 1 through 9. 1 being the most important and 9 the least.)

- ___ Crop nutrient requirements
- ___ Ease of application
- ___ Use soil test results
- ___ Use manure sample
- ___ Use own judgment based on experience
- ___ Follow consultant's recommendation
- ___ Do not worry about application rates
- ___ Follow spreader manufacturer's recommendations
- ___ Follow recommendations from agricultural scientists

Do you believe at this time, the water quality of Iowa's streams, rivers and lakes is getting better or worse?

_____ better
_____ worse

Why? (check all that you think apply)

_____ changes in rural land use
_____ changes in urban land use
_____ changes in agricultural practices
_____ changes in urban wastewater treatment
_____ changes in federal/state programs or regulations
_____ other (please specify):

Possible Urban Questions

Is your house connected to a private septic or public wastewater treatment system?

- ☐ private septic
- ☐ public wastewater system

If you use a private septic, approximately how old is your system?

- ☐ less than 10 years old
- ☐ between 10 and 25 years old
- ☐ greater than 25 years old

Do you fertilize your lawn? Yes or No

If yes, who applies your fertilizer?

- ☐ I do it myself
- ☐ a friend or relative does it
- ☐ I hire a private service provider

Besides everyday litter or trash, please check off the items that you have personally seen flowing into the stormwater system in your neighborhood:

- ☐ petroleum products (used motor oil, leaking fuel, etc.)
- ☐ lawn clippings, leaves or other yard waste
- ☐ pet waste
- ☐ leftover household or yard chemicals

Possible Final Question/Statement

Thank you for taking the time to participate in this survey. Your individual responses will be kept in the strictest of confidence. However we will prepare a summary based upon the collective responses to this survey, the results of which are available to the public.

If you would be interested in receiving a complimentary copy of the summary, and want to maintain your anonymity, please contact us at (insert phone number) and request a copy.

On behalf of (list organization), we would like to thank you for your participation.